GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:470
ANSWERED ON:20.02.2003
PURPOSE OF KASHIR CHANNEL
ABDUL RASHID SHAHEEN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan had launched the Kashmir (Kashir) Channel with the solepurpose of nailing the propaganda spreading by PTV in the valley;

(b) if so, whether any survey has been conducted to find out the utility of the channel for which it was set up; and

(c) if so, the details thereof and how far the utility have been achieved?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING(SHRI RAVI SHANKAR PRASAD)

(a): Prasar Bharati has informed that Doordarshan has launched DD Kashir Channelto provide education, information and entertainment to the viewers in Kashmir, besides countering anti-India propaganda.

(b) & (c): Prasar Bharati has informed that Doordarshan had got a survey conductedthrough Media Research Group, New Delhi to assess the viewership of television programmes in Jammu & Kashmir. The findings of the survey indicate that Doordarshan has a predominant reach in all the three Regions of Jammu & Kashmir, as compared to other channels, and that the viewers in J&K have the highest preference for News on Doordarshan. The survey has recommended that telecast of counter propaganda programmes should be increased and more good quality serials and films and film based programmes shown on this channel.